

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 /013 W
-----082046 221108Z /11

O R 221030Z MAR 78
FM AMEMBASSY SOFIA
TO USIA WASHDC IMMEDIATE
INFO SECSTATE WASHDC 4297
AMEMBASSY VIENNA

UNCLAS SECTION 1 OF 2 SOFIA 0524

VIENNA FOR REX AND RPO

E.O. 11652: N/A

SUBJECT: "PHOTOGRAPHY-USA"

REF: A. USIA 7075, B. SOFIA 0353, C. SOFIA 0089

1. CONTRARY TO DATES FOR "PHOTOGRAPHY-USA" EXHIBIT OFFICIALLY GIVEN BY GOB IN JANUARY (PLOVDIV JUNE 10-JULY 10; SOFIA JULY 10-AUGUST 10) MFA HAS NOW NOTIFIED EMBASSY THAT "SHIPKA" GALLERY SHOWING IS TO BE JULY 31-AUGUST 31. AMBASSADOR HAS PRESSED TO REESTABLISH EARLIER AGREED DATES, BUT MFA INSISTS NEW SOFIA DATES ARE UNALTERABLE. ON FEBRUARY 23 REX DIRECTOR RIZZIE AND P&C OFFICER KARCH HAD NEGOTIATED ENTRY DATE INTO PLOVDIV JUNE 5 (REF. B), AND MFA NOW SAYS PLOVDIV SHOWING CAN EXTEND UNTIL JULY 20. THUS, PROPOSED SCHEDULE NOW IS AS FOLLOWS: PLOVDIV: JUNE 5-JULY 20; SOFIA: JULY 31-AUGUST 31.

2. IF NEW DATES ARE BASICALLY ACCEPTABLE TO AGENCY (SEE EMBASSY COMMENT BELOW) FOLLOWING ALTERNATES CAN BE CONSIDERED:

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PLOVDIV (ALTERNATE "A"):

INSTALLATION/REFURBISHMENT: JUNE 5-15
OFFICIAL EXHIBIT OPENING: JUNE 15 (THUR.)
PUBLIC SHOWING DATES: JUNE 16-JULY 15
DISMANTLE/PACK: JULY 16-20
SHIP TO SOFIA: JULY 21

PLOVDIV (ALTERNATIVE "B");

INSTALLATION/REFURBISHMENT: JUNE 10-22
OFFICIAL EXHIBIT OPENING: JUNE 22 (THUR.)
PUBLIC SHOWING: JUNE 23-JULY 15
DISMANTLE/PACK: JULY 16-20
SHIP TO SOFIA: JULY 21

SOFIA:

INSTALLATION: JULY 31-AUGUST 7
OFFICIAL EXHIBIT OPENING: AUGUST 7 (MONDAY)
PUBLIC SHOWING: AUGUST 8-26
DISMANTLE/PACK: AUGUST 27-31
SHIP TO REX: AUGUST 31

3. WITH EARLIER ENTRY INTO AND ADDITIONAL DAYS IN PLOVDIV, EMBASSY BELIEVES THAT SHOWING PERIOD IN ALTERNATIVE "A" LONGER THAN NEEDED FOR PLOVDIV, AND THAT ALTERNATIVE "B" PREFERABLE. HOWEVER, EMBASSY VIEWS ADDITIONAL DAYS AS OPPORTUNITY AND SUGGESTS CONSIDERATION OF EXHIBITING IN THIRD CITY -- VARNA OR VELIKO TURNOVO. THIS IDEA HAS NOT BEEN BROACHED TO GOB, AND OBVIOUSLY WOULD NEED TO BE NEGOTIATED. PROGRAM OF EXCHANGES
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(ARTICLE III.1) DOES PROVIDE FOR "TWO OR THREE" CITIES. ASSUMING COST-FREE SITE, ADDITIONAL EXPENSE APPEARS SLIGHT. BLACK SEA CITY VARNA IS PREFERRED OVER VELIKO TURNOVO WHICH, AS UNIVERSITY CITY AND HISTORIC CAPITAL, WOULD BE MORE SUITABLE DURING ACADEMIC YEAR. VARNA AND VICINITY FAVORITE SUMMER RESORT FOR RANKING GOVERNMENT AND PARTY OFFICIALS, AND IMPORTANT REPRESENTATIVES FROM ACADEMIC, CULTURAL, OTHER TARGET GROUPS. POSSIBLE SCHEDULE MIGHT BE THUS:

PLOVDIV (ALTERNATIVE "C");

INSTALLATION/REFURBISHMENT: JUNE 5-14
OFFICIAL EXHIBIT OPENING: JUNE 14 (WED. EVENING)
PUBLIC SHOWING DATES: JUNE 15-29
DISMANTLE/PACK: JUNE 30-JULY 3
SHIP TO VARNA OR VELIKO TURNOVO: JULY 4-5

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FM AMEMBASSY SOFIA
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VARNA (OR VELIKO TURNOVO):

INSTALLATION: JULY 6-12
OFFICIAL EXHIBIT OPENING: JULY 13 (THUR.)
PUBLIC SHOWING: JULY 14223
DISMANTLE/PACK: H JULY 24-28
SHIP TO SOFIA: JULY 29-30

SOFIA

SAME AS ABOVE.

4. WITH NEW SHIPKA DATES, IT IS NOW UNDERSTAND-
ABLE WHY GOB, AGREEING TO PHOTOGRAPHY SEMINAR
"IN PRINCIPLE", DELAYED DISCUSSION OF CONCRETE
DATES. CONSIDERING AGENCY PREFERENCE FOR HOLDING
SEMINAR IN MIDDLE OF SOFIA SHOWING, EMBASSY PRO-
POSES AUGUST 14-18. IF AUGUST NOT DESIRABLE
MONTH FOR SEMINAR, PLOVDIV (JUNE 19-23) CAN BE
CONSIDERED. DISTANCES ARE NOT GREAT IN BULGARIA
AND PHOTOGRAPHY SPECIALISTS SHOULD FIND NO
DIFFICULTY IN MEETING IN PLOVDIV.

5. COMMENT. CHANGE IN "SHIPKA" DATES UNEXPECTED,
AND WITHOUT EXPLANATION. EMBASSY IS WELL AWARE
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OF AGENCY'S PREFERENCE TO AVOID JULY-AUGUST,
AND RECOMMENDED ACCEPTANCE OF EARLIER DATES WITH
SOME RELUCTANCE (REF. C). WE ARE UNHAPPY WITH GOB

DELAYS IN ACCEPTING EXHIBIT AND WITH LATER MIS-
HANDLING OF DATES AND SITES. HOWEVER, OUR ALTERNA-
TIVES ARE LIMITED. DELAYING SHOWING UNTIL 1979
WOULD MEAN MORE THAN TWO YEAR GAP BETWEEN US
PRESENTATIONS IN BULGARIA. NEW DATES ARE LESS
SATISFACTORY THAN PREVIOUS ONES, BUT CONSIDERING
ALTERNATIVES, OPPORTUNITIES FOR AMERICAN PRESENCE,
AND REALITIES OF PROGRAMMING IN BULGARIA, EMBASSY
ON BALANCE RECOMMENDS AGENCY PROCEED WITH
"PHOTOGRAPHY-USA" EXHIBIT IN BULGARIA DURING DATES
GIVEN, PREFERABLY WITH ALTERNATIVE "C" (OR
ALTERNATIVE "B" IF AGENCY CONSIDERS IT IMPORTANT
TO SHAVE FIVE DAYS OVERALL.)
GARTHOFF

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